

**LORD-YOUNG**  
Engineering Co., Ltd.  
Engineers and Contractors  
Pantheon Block, Honolulu, T. H.  
Telephones 2610 and 4587.

**M'CHESNEY COFFEE CO.**  
COFFEE ROASTERS  
Dealers in Old Kona Coffee  
MERCHANT ST., HONOLULU

**WIRE FENCES AND GATES**  
The very best for every use.  
  
**J. C. AXTELL'S**  
Alakes Street

**SPECIAL SALE**  
Grape Linen and Pongee Waist  
Patterns  
  
**YEE CHAN & CO.**  
Corner King and Bethel Streets.

**CURIOS, JEWELRY AND NOVELTIES**  
**HAWAIIAN JEWELRY NOVELTY CO.**  
King and Bethel Streets.

**JAMES NOTT, Jr.**  
Plumber and Sheet Metal  
Worker.  
  
Phone 2568 74 S. Beretania

**Reliable Transfer Co.**  
PHONE 5319  
Bethel St., bet.  
King and Hotel Sts.

Economize in everything—  
**Use White Wings.**  
At Your Grocer's.

**RE-TIRE AND SUPPLY CO.**  
GUARANTEE  
SATISFACTION.  
Corner Nuuanu and Pauahi Sts.

**FONG INN & CO.**  
Antiques and Chinese  
Merchandise.  
Nuuanu, above Pauahi.

Suggestions and designs for  
**RESETTING AND REMODELING OLD JEWELRY.**  
Gold and Platinum Settings.  
**WALL & DOUGHERTY.**

Territorial Agents for—  
**STANDARD GAS ENGINES**  
  
Honolulu Iron Works Company

**D. J. CASHMAN**  
TENTS AND AWNINGS  
New Tents & Canopies for Rent  
Thirty Years' Experience.  
Fort St., near Allen, upstairs.  
Phone 1467.

**HAVE YOU HAD YOUR FEET**  
"FOOTGRAPHED" YET?  
  
**REGAL BOOT SHOP**  
Fort and Hotel Streets

**PAPER**  
All kinds of Wrapping Papers and  
Tissues, Printing and Writing Papers.  
**AMERICAN-HAWAIIAN PAPER & SUPPLY CO., LTD.**  
Fort and Queen Streets, Honolulu  
Phone 1410. Geo. G. Guild, Gen. Mgr.

**The HUB for Clothes**

**WIRELESS**

**MUTUAL TELEPHONE CO., LTD.**  
  
**PACIFIC ENGINEERING COMPANY, LTD.**  
Consulting, Designing and Constructing Engineers.  
Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1045.

**STEINWAY**  
Bargains in Other Pianos  
**PLAYER PIANOS**  
**THAYER PIANO CO., LTD.**  
156 Hotel Street. Phone 2313.

**HOTEL STEWART**  
**SAN FRANCISCO**  
Geary Street, just off Union Square  
European Plan \$1.50 a day up  
Breakfast 50c Lunch 50c Dinner \$1.00  
Most Famous Hotels in the United States  
New steel and concrete structure. 350 rooms, 250 connecting bathrooms. Homelike comfort rather than unnecessarily expensive luxury. In center of theatre, cafe and retail districts. On car lines transferring all over city. Take municipal car-line direct to door. Motor Bus meets trains and steamers. Hotel Stewart is recognized as Hawaiian Island Headquarters. Cable address "Stewart" A. B. O. Code. J. H. Love, Honolulu Representative.

**PLEASANTON HOTEL**  
LUXURIOUS AND COMFORTABLE  
STRICTLY FIRST CLASS  
100 ROOMS 50 BATHS

**Wahiawa Hotel**  
Nearly 1000 feet elevation; near depot; grand scenery; fine bass fishing. For particulars address E. L. KRUSK, Wahiawa. Phone 0293.

**Seaside Hotel**  
CHARMINGLY SITUATED AT WAIKIKI  
Delightful Rooms; Perfect Cuisine.

**CORAL GARDEN HOTEL**  
See the Wonderful Marine Pictures in KANEHOE BAY—Glass-bottomed sail and row-boats for hire—Good Meals Served.  
A. L. MacKAY, Proprietor.

**HEINIE'S TAVERN**  
Most Popular Beach Resort in the City.  
Rates That Are Right—American and European Plan "On the Beach at Waikiki"

**SHOE**  
Best grade of work done on Men's, Women's and Children's Shoes.  
**SHOE STORE**  
Manufacturers'

**LAUNDRY—**  
**MESSENGER BOY**  
PHONE 3461

**SILVA'S TOGGERY**  
Limited  
"THE STORE FOR GOOD CLOTHES"  
Elks' Building. King Street.

**Pure Ice**  
Delivered in any quantity at any time. Phone 1126.  
**OAHU ICE CO.**

**The Wall Paper House OF HAWAII.**  
  
**LEWERS & COOKE, LTD.**

**NOTHING COUNTS LIKE SERVICE—WE GIVE IT.**  
**KERSHNER VULCANIZING CO., LTD.**  
1177 Alakea St. Phone 2434.  
Fisk and Miller Tires.

**McINERNEY PARK**  
Elegant Lots.  
  
**CHAS. S. DESKY, Agent.**  
Merchant, near Fort.

**MILLINERY**  
  
**HONOLULU HAT CO.**  
Hotel St., near Bethel St.

**FURNISHINGS IN DAINTY CHRISTMAS BOXES AT**  
  
**The Ideal**

**Canton Dry Goods Company**  
Hotel St., near Bethel St.

**Home Course in Advertising**  
To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School  
IN 90 CHAPTERS  
A CHAPTER A DAY



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTHS

**CHAPTER XVIII.**

**HOW DOES ILLUSTRATION HELP DISPLAY?**  
Illustrations are usually used to portray the goods advertised. In this case the half-tone (the style of engraving which produced a photograph or wash-drawing) is usually employed. Such reproduction is apt to be most lifelike. Therefore, if you seek to show what the goods look like, the half-tone is best when feasible.

But if you would use the cartoon style of illustration so as to tell your story through a picture, then you will find that the pen-and-ink style, or just plain "line" cut works best. Most newspaper cartoons are of this style, and even when the smoothness of the stock might permit the use of a photographic plate, the pen-and-ink kind will hit harder those whom the illustration seeks to persuade. For the pen-and-ink illustration has a dash and a vim—a natural strength and a rugged action such as the half-tone can never attain.

Often you can make your illustration perform both functions—illustrate the article, and also suggest the reasons why the reader should buy. In fact, this dual-purpose illustration is the ideal. Here's one, for instance, that shows a happy-faced woman at work with a vacuum sweeper, another portrays an envious plutocrat at the wheel of a high-powered automobile. In both of these cases the half-tone style of illustration or the photographic kind is preferable, if feasible, because here your first job is to picture your vacuum cleaner or your machine. Incidentally, the illustration may suggest: "That woman looks contented even when she's sweeping—it must be easy with that vacuum cleaner."

And yet, though you can make your illustration so effective an adjunct to your advertising, how often some folk wastefully use pictures. Sometimes false economy leads the space user to take any old illustration which happens to be on hand. He uses it in an ad which deals with a subject which the illustration does not illustrate. Thus, in order to save a few cents—the few cents that new engraving and art work would cost—such false economists practically throw away the space—space which they have paid many dollars to buy.

Yet there is a worse crime than this misuse of an illustration which does not illustrate. There are those which not only do not help out, but which actually atmosphere the goods with repulsive construction. For instance, take the time-honored example of the slimy frog which was used on a coffee label. That kind of misuse is almost suicidal. But such is not as common as the negative mistake of using pictures which mean nothing—such as when presenting a shoe polish or something of that kind, as not to illustrate the ads with irrelevant pictures of armless Venus, et al.

Then, too, there is a temptation to rely too much upon an arrow for illustration. Look out. Keep in mind the old story of the lad who cried wolf. Remember he threatened so often that his warning failed to put fear into the hearts of his hearers. The cry became an old story to them. To hear it became part of their habit. Therefore, the warning attracted less and less attention. So it is with arrows. At first this form of illustration was tremendously attractive. But there have been so many arrows used in so many different ways, that today the arrow glides off the reader's eye quite as water does from a duck's head.

And yet, though the arrow idea has been overdone, the arrow is still worth while as an aid to other illustrations. For surely you can get action into your advertisement if you use the arrow. To the reader's eye the arrows seem to run. They mean movement—dash—through that fact the arrow helps to carry along the reader's eye and in this way acts as an appetizer to the prospect's potential desire to read the ad.

Yes, arrows often help. But also, arrows often hinder. Just as you can use them to help grease the way for the reading eye, so also you may misuse your arrows so that they clog and block. Everybody knows, of course, that the American eye runs from left to right. True, the Chinese eye does not. The Oriental reads from bottom to top, whereas the Hebrew reads his Yiddish from right to left. But the American and the European eye travels from left to right, for it has been trained by reading language and American and European language is written from left to right. Therefore, if your arrow does not run from left to right it hinders rather than helps. For instance, suppose you paint a black line of type matter across a big outdoor bulletin board. Suppose over the top of this line and parallel you paint a huge arrow just as big as the reading line running from right to left. Suppose beneath this reading line you paint another big arrow running from right to left. That line between those two arrows running in the opposite direction is far harder to read than if the arrows were not there, or if the arrows ran from left to right, the same way as the reading eye would run when perusing that line. Not only in regard to arrows, but also in regard to other things you can adhere to this left-and-right rule without sacrifice of any other virtue. Suppose, for instance, that you must illustrate an automobile. You can do this just as well by having the front at the right and the rear at the left. And yet, the first fourteen pictures of motor cars which a group of ad men recently investigated, all pointed from right to left and, therefore, opposite to the natural direction of the reading eye. Moreover, even if your illustration be a human face, why not have the profile facing toward the right, rather than toward the left? If you bear this point in mind you can almost always make the direction of your illustration harmonize with the natural course of the human eye, namely, from left to right.

**CORPORATION NOTICES.**  
**NOTICE OF ASSESSMENT.**  
**MID-PACIFIC CARNIVAL, LTD.**

Notice is hereby given to all stockholders of the Mid-Pacific Carnival, Limited, that at a meeting of the board of directors of the corporation held November 24, 1915, an assessment was levied upon all assessable stock of the corporation for such amount as respects each share of stock as will make the same paid in to the extent of the first fifty per cent (50%) of the par value thereof; that is to say:

- (a) On all stock on account whereof ten per cent of the par value has been paid, the assessment hereby imposed is forty per cent;
- (b) On all stock on account whereof twenty per cent of the par value has been paid, the assessment hereby imposed is thirty per cent;
- (c) On all stock on account whereof thirty per cent of the par value has been paid, the assessment hereby imposed is twenty per cent;
- (d) On all stock on account whereof forty per cent of the par value has been paid, the assessment hereby imposed is ten per cent;
- (e) On all stock on account whereof fifty per cent of the par value has been paid, no assessment.

Said assessment is due and payable on the 31st day of December, 1915, to be paid to the Treasurer, F. E. Blake, at the office of the Hawaiian Electric Company, Limited, No. 233-237 South King street, Honolulu, T. H.

Notice is hereby further given that if said assessment shall not be fully paid when due, it shall become delinquent and thereafter shall bear interest at the rate of six per cent (6%) per annum until paid; and if such assessment shall not be fully paid with interest within thirty days after it shall have become due, the stock assessed may, without any other or further notice to the stockholder, be advertised by the Treasurer for sale and sold at public auction in accordance with the by-laws of the corporation, and the corporation shall also have the right to enforce payment of delinquent assessments by legal process or otherwise.

Dated, Honolulu, T. H., Nov. 29, 1915.  
**F. E. BLAKE,**  
Treasurer.  
6331-Nov. 27, Dec. 4, 11, 18.

**LEGAL NOTICES.**

**IN THE CIRCUIT COURT, FIRST Circuit, Territory of Hawaii. In Probate—At Chambers.**

In the matter of the estate of Walter C. Peacock, deceased.

Order of Notice of Petition for Allowance of Accounts, Determining Trust and Distributing the Estate.  
On reading and filing the petition and accounts of H. M. von Holt, administrator with the will annexed of the estate of the above named W. C. Peacock, late of Honolulu, deceased, wherein petitioner asks to be allowed \$693.69 and charged with \$9453.48, and asks that the same be examined and approved, and that a final order be made of distribution of the remaining property to the persons thereto entitled and discharging petitioner and sureties from all further responsibility herein:

It is ordered, that Monday, the 27th day of December, A. D. 1915, at 9 o'clock a. m., before the judge presiding at chambers of said court at his court room in the Judiciary building in Honolulu be and the same hereby is appointed the time and place for hearing said petition and accounts, and that all persons interested may then and there appear and show cause, if any they have, why the same should not be granted.  
By the court.

**A. K. AONA,**  
Clerk.

(Seal)  
Dated the 20th day of November, 1915.  
**Frear, Prosser, Anderson & Marx,**  
attorneys for petitioner.  
6326-Nov. 20, 27, Dec. 4, 11.

**IN THE CIRCUIT COURT OF THE First Circuit, Territory of Hawaii. At Chambers—In Probate.**

In the matter of the estate of Mele K. Nottley, deceased.

On reading and filing the petition of Mrs. Maria Nottley Hughes, daughter of the said deceased intestate, alleging that Mele K. Nottley of Honolulu died intestate at said Honolulu on the 16th day of November, A. D. 1915, leaving property within the jurisdiction of this court necessary to be administered upon, and praying that letters of administration issue to Henry Waterhouse Trust Co., Limited:

It is ordered, that Friday, the 31st day of December, A. D. 1915, at 9 o'clock a. m., be and hereby is appointed for hearing said petition in the court room of this court in the Judiciary building in the City and County of Honolulu, at which time and place all persons concerned may appear and show cause, if any they have, why said petition should not be granted.  
By the court.

(Seal)  
**A. K. AONA,**  
Clerk.

Dated Honolulu, Nov. 27, 1915.  
6331-Nov. 27, Dec. 4, 11, 18.

**DUTCH TEXTILE TRADE IS HARD HIT BY WAR**

**TWENTHE, Netherlands.**—The textile trade, one of the principal industries in Holland, is suffering attack from both Germany and Great Britain, the first of which refuses to provide sufficient dye-stuffs, while the latter restricts the supply of the raw materials required to keep the Dutch spinning going.

**BROKEN NEEDLE FIRES POWDER IN AN ARSENAL**

**DOVER, N. J.**—A spark from a broken needle in a sewing machine set fire to the powder in the United States government arsenal at Picatinny, five miles from here, and resulted in a panic among women workers and the serious burning of four girls. The fire occurred in a building where bags are made and filled with powder. A fire brigade extinguished the flames.

**OCEANIC STEAMSHIP CO.**

5½ DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO:		FOR SYDNEY:	
Ventura	Dec. 3	Sierra	Dec. 13
Sonoma	Dec. 28	Ventura	Jan. 3
Sierra	Jan. 18	Sonoma	Jan. 28
Ventura	Feb. 8	Sierra	Feb. 18

C. BREWER & COMPANY, LTD., General Agents

**Matson Navigation Company**

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:		FOR SAN FRANCISCO:	
S. S. Matsonia	Dec. 7	S. S. Chiyu Maru	Dec. 7
S. S. Lurline	Dec. 14	S. S. Matsonia	Dec. 15
S. S. Wilhelmina	Dec. 21	S. S. Lurline	Dec. 21
S. S. Manoa	Dec. 28	S. S. Wilhelmina	Dec. 29

S. S. Hilonian, Seattle for Honolulu direct, November 13.  
**CASTLE & COOKE, LIMITED, Agents, Honolulu**

**TOYO KISEN KAISHA**

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:		FOR SAN FRANCISCO:	
S. S. Chiyu Maru	Dec. 24	S. S. Chiyu Maru	Nov. 20
S. S. Tenyo Maru	Jan. 14	S. S. Tenyo Maru	Dec. 21
Nippon Maru	Jan. 29	S. S. Nippon Maru	Jan. 1
Shinyo Maru	Feb. 11	S. S. Shinyo Maru	Jan. 19

**CASTLE & COOKE, LIMITED, Agents, Honolulu**

**AMERICAN-HAWAIIAN S. S. CO.** THE PANAMA CANAL LINE  
A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TWENTY-FOUR DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. MINNESOTAN, to sail on or about December 13.  
For particulars as to rates, etc., apply to  
**C. P. MORSE,** General Freight Agent.  
**H. HACKFELD & CO., LTD.** Agents.

**CANADIAN-AUSTRALIAN ROYAL MAIL LINE**  
Subject to change without notice.  
For Victoria and Vancouver For Suva, Auckland and Sydney  
Makura ..... Dec. 10 Makura ..... Dec. 29  
Niagara ..... Jan. 7 Niagara ..... Jan. 26  
**THEO. H. DAVIES & CO., LTD., GENERAL AGENTS**

**4½ DAY SERVICE TO THE MAINLAND**

Same Rate San Francisco Same Rate Los Angeles

**THE FLOATING PALACE OF THE PACIFIC**  
**"S. S. GREAT NORTHERN"**  
The Fastest and Most Luxurious Ship in Pacific Waters.

—FOR THE MAINLAND—  
Leave Honolulu.....Dec. 8, Dec. 25, Jan. 15, Feb. 4, Feb. 29  
Arrive San Francisco.....Dec. 11, Dec. 31, Jan. 20, Feb. 9, Mar. 2

One Way.....\$65 and TOURIST.....\$45 and STEERAGE.....\$35 and up  
FARES.....\$100 and up  
FOR RESERVATIONS, DESCRIPTIVE LITERATURE, ETC.,  
**FRED L. WALDRON, LTD., Agents** Honolulu

**NOTICE.**

Notice is hereby given that on and after December 15, 1915, the freight rate on general merchandise on all steamers of the Matson Navigation Company from San Francisco and Puget Sound ports to island ports of call, and from island ports of call to San Francisco and Puget Sound, will be increased from the present basis of \$9.50 per ton to \$4.00 per ton.  
Any additional information relative to classification of freights can be obtained by application at the office of our shipping department.  
**CASTLE & COOKE, LIMITED,**  
Agents, Matson Navigation Co.  
6334-12t

**NOTICE.**

The S. S. Mauna Kea, sailing Saturday, December 4, 1915, will not take any deck passengers for Maui or Hawaii, all space being sold.  
**INTER-ISLAND S. N. CO., LTD.**  
Honolulu, December 1, 1915.  
6334-4t

Thirty-four branches of the Red Cross society have been recently organized in Manitoba and \$25,000 has been subscribed.

**DO IT ELECTRICALLY**

**Hawaiian Electric Co.**  
  
**FREIGHT and TICKETS**  
Also reservations any point on the mainland.  
See WELLS-FARGO & CO., 72 S. King St. Tel. 1516

**Try the WESTERN PACIFIC DENVER & RIO GRANDE**  
Route  
For quick transit of freight.  
**FRED L. WALDRON, LTD.**  
Agents

**OAHU RAILWAY TIME TABLE**

OUTWARD	
For Wailanae, Waihana, Kahuku and way stations—	9:15 a. m., *3:20 p. m.
For Pearl City, Ewa Mill and way stations—	7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3:20 p. m., *5:15 p. m., *9:30 p. m., *11:15 p. m.
For Wailanae and Lihala—	*10:30 a. m., *12:40 p. m., *5:00 p. m., *11:00 p. m.
INWARD	
Arrive Honolulu from Kahuku, Waihana and Wailanae—	*8:35 a. m., *5:11 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—	*7:45 a. m., *2:25 a. m., *11:02 a. m., *1:40 p. m., *4:25 p. m., *5:31 p. m., *7:30 p. m.
Arrive Honolulu from Wailanae and Lihala—	*9:15 a. m., *1:55 p. m., *4:01 p. m., *7:10 p. m.

The Haleiwa Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:35 a. m., for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Wailanae.  
\*Daily, except Sunday, Sunday only.  
**G. P. DENISON,** Superintendent.  
**F. C. SMITH,** G. P. A.